

1/5

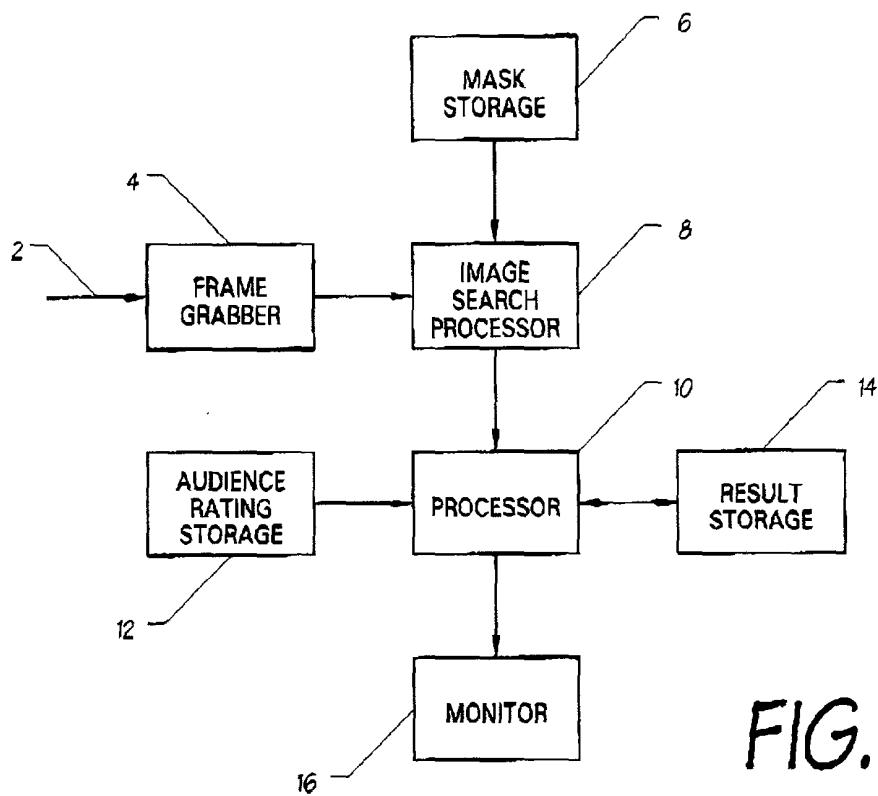


FIG. 1

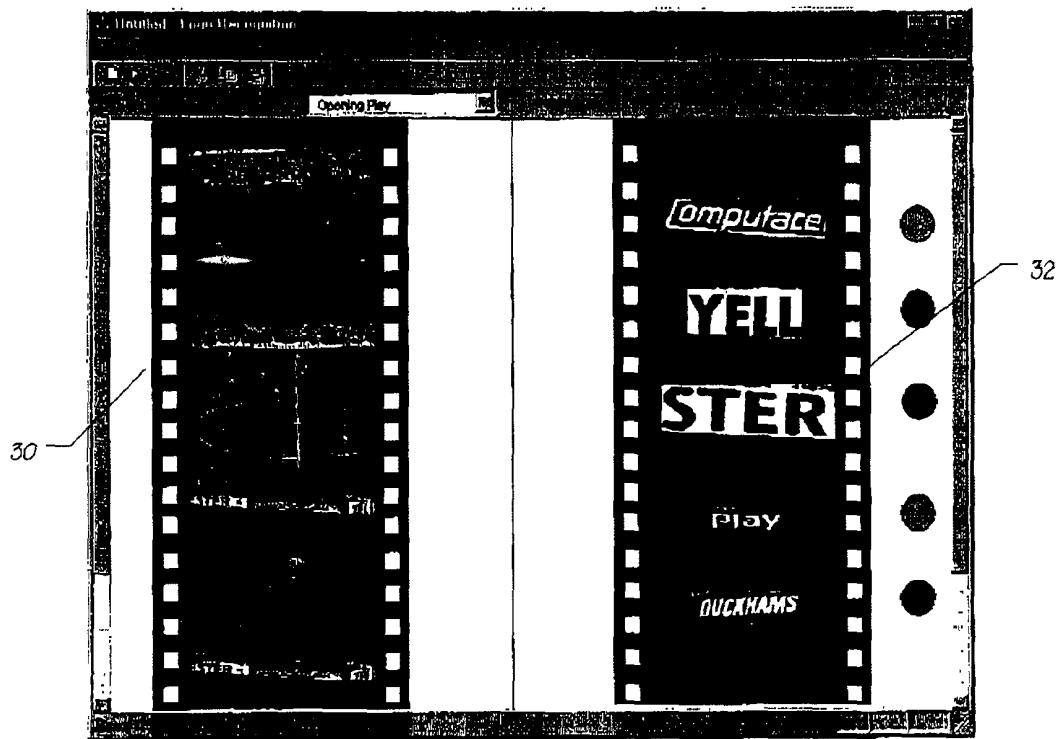


FIG. 2

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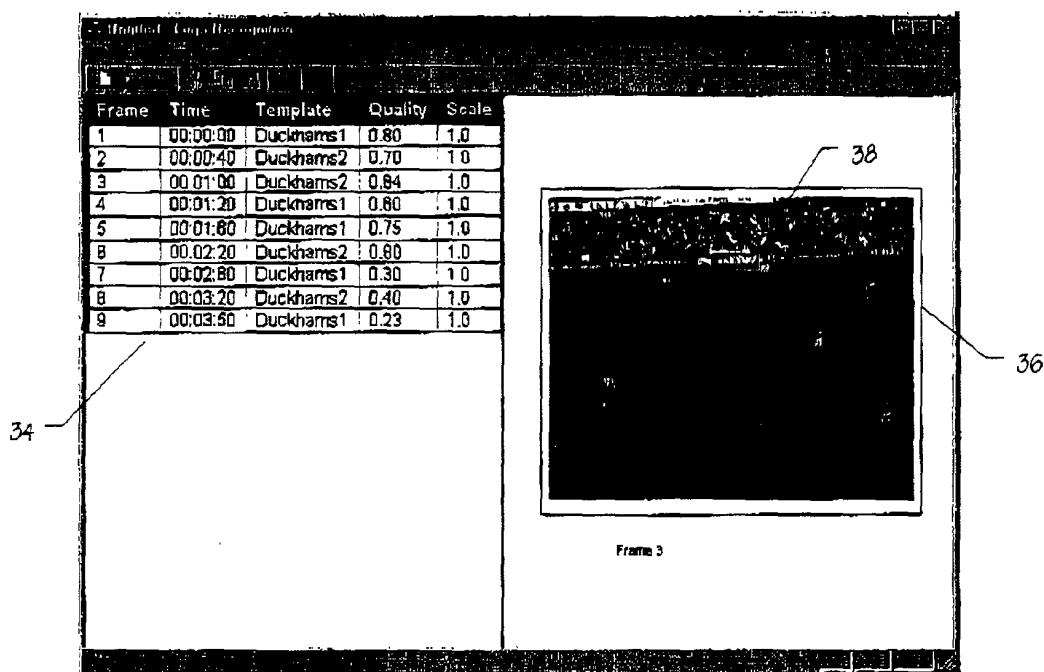


FIG. 3

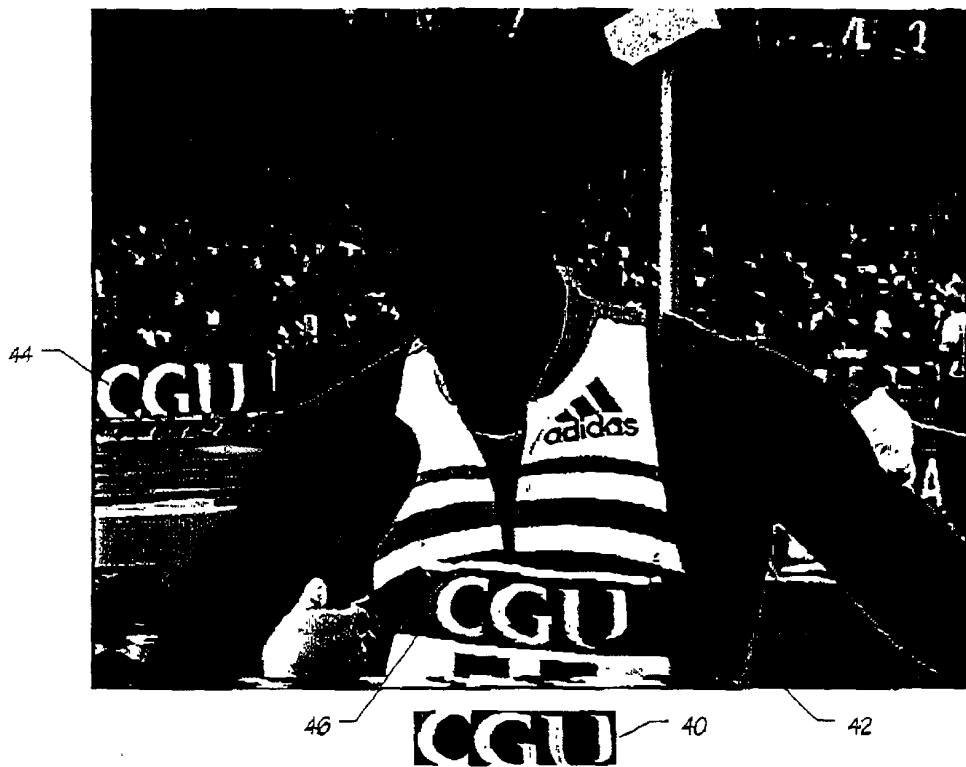


FIG. 4

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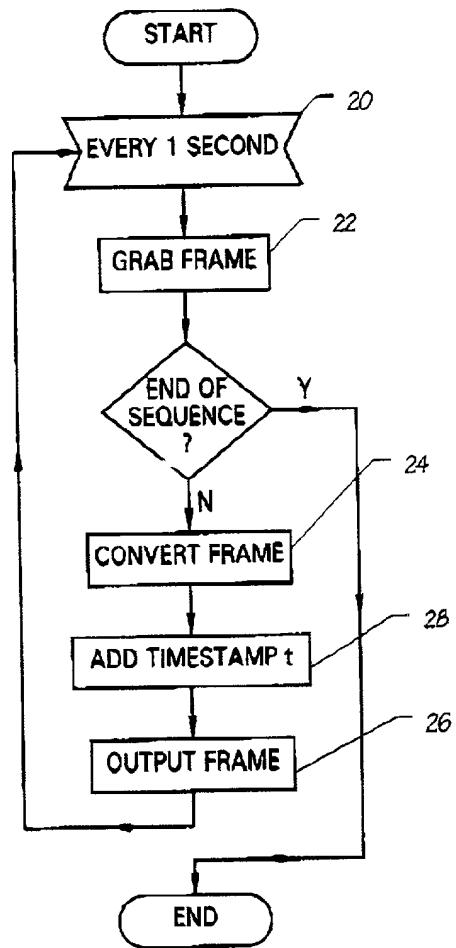


FIG. 5

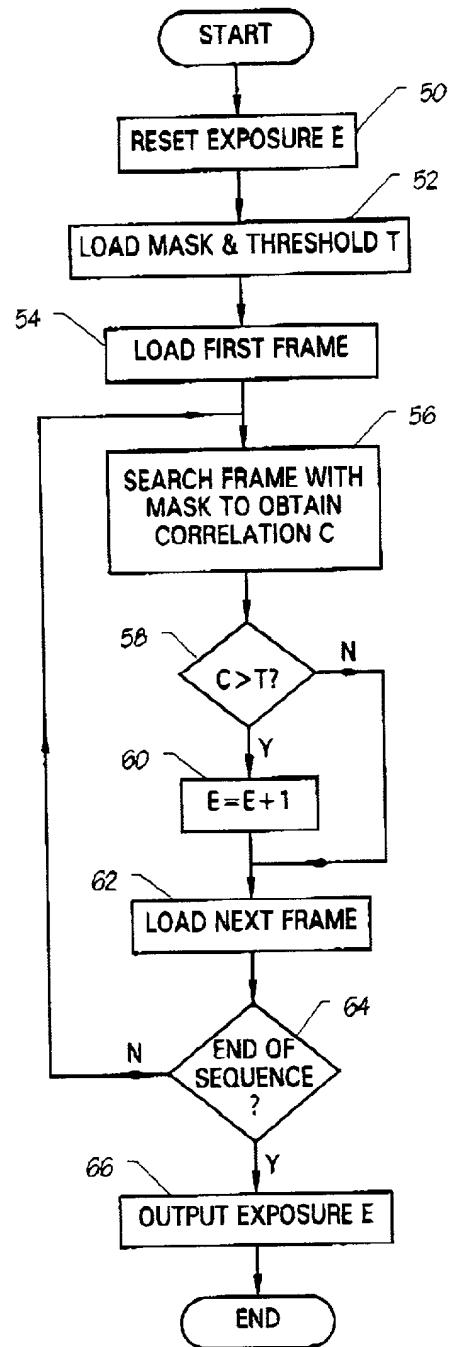


FIG. 6

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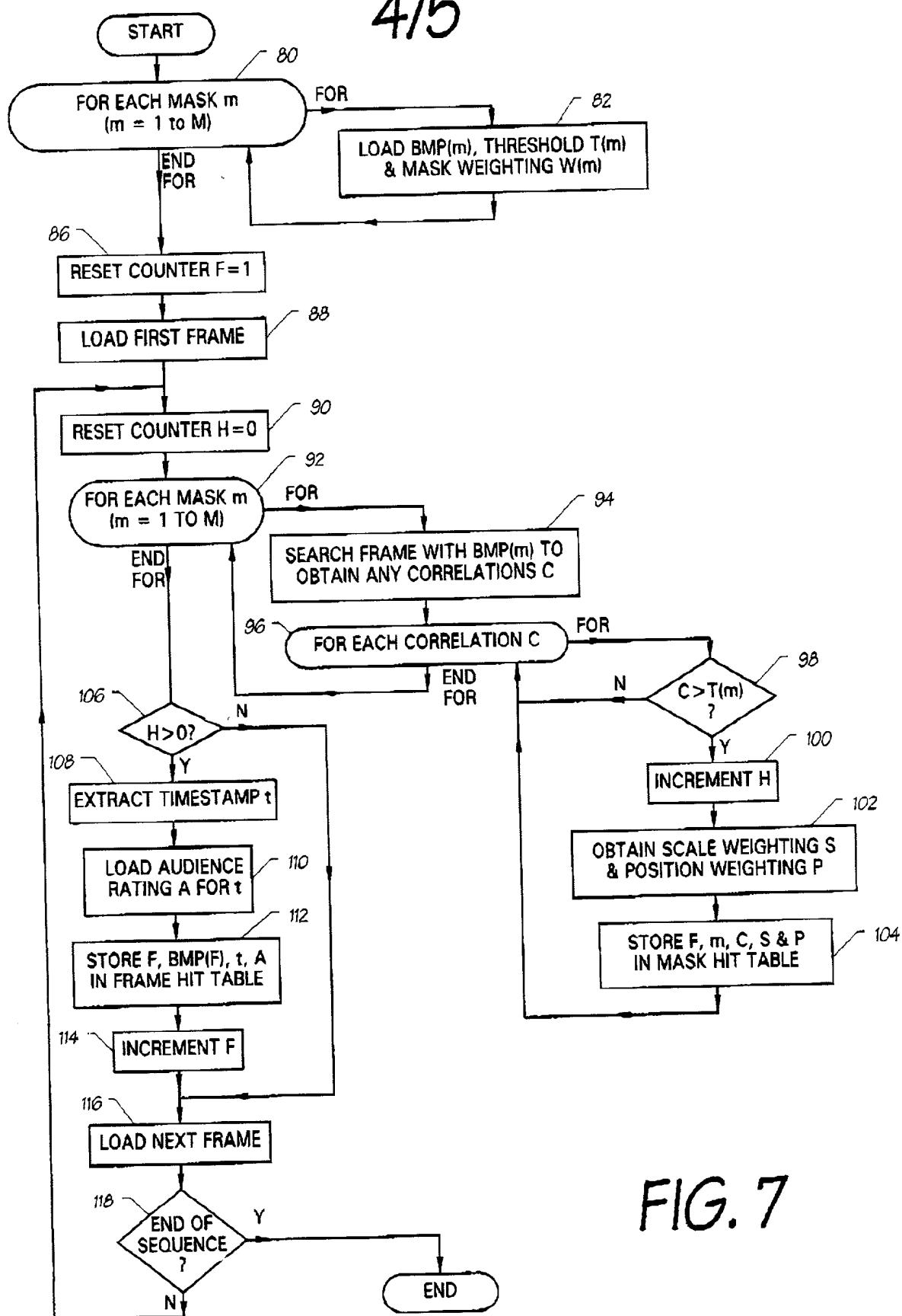


FIG. 7

FIG. 8

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BRAND TABLE	
BRAND b	BRAND ID
1	DUCKHAMS
2	YELLOW PAGES
B	CGU

MASK TABLE				
MASK m	BRAND b	MASK BMP	THRESHOLD T	WEIGHTING W
1	1	████████	0.24	0.82
2	1	████████	0.19	0.69
M	6	████████	0.29	0.74

FRAME HIT TABLE			
FRAME F	FRAME BMP	TIMESTAMP t	AUDIENCE RATING A
1	████████	19:40-15/03/00	1.00
2	████████	19:40-15/03/00	1.00
746	████████	19:45-15/03/00	0.85

FIG. 10

MASK HIT TABLE				
FRAME F	MASK m	CORRELATION C	SCALE S	POSITION P
1	2	0.73	2.60	1.00
1	5	0.68	0.95	0.75
746	2	0.57	1.47	1.00

FIG. 11

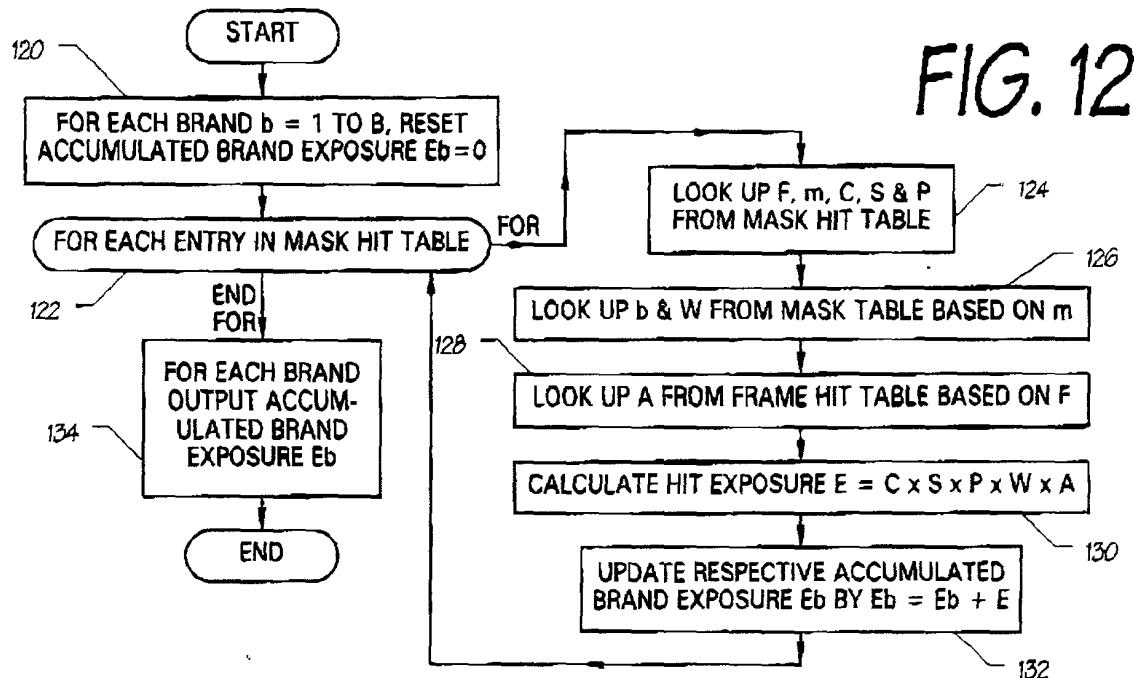


FIG. 12